

***Receive Update
on GoPass
Program***

**JPB Finance Committee
April 27, 2026**



GoPass Background

- **Legacy All-In Option:** \$275 annually. All eligible users must enroll.
- **Student Pass:** Maintained at \$99 per pass.
- **New Educational Institution and Tiered Pricing Options Introduced May 2025**
 - Educational Institution: students undergraduate and below free with the enrollment of all faculty and staff at the annual \$275/per pass rate
 - Organizations can enroll a subset of their employees or students.
 - Businesses: ranging from \$399 to \$549
 - Municipalities, housing developments, non-profits: \$349

GoPass Rider Highlights



Ridership

- GoPass holders generally plan to use Caltrain primarily for work (78%).
- GoPass holders are riding more frequently than non-GoPass holders (3.5 vs. 2.5 days/wk)**



Demographics

- Majority of GoPass holders have a small household (1-2 people) and earn \$200K+ per year (58%)



GoPass Usage

- 1 in 5 Caltrain riders are using GoPass to ride Caltrain, up 25% vs. 2022.**

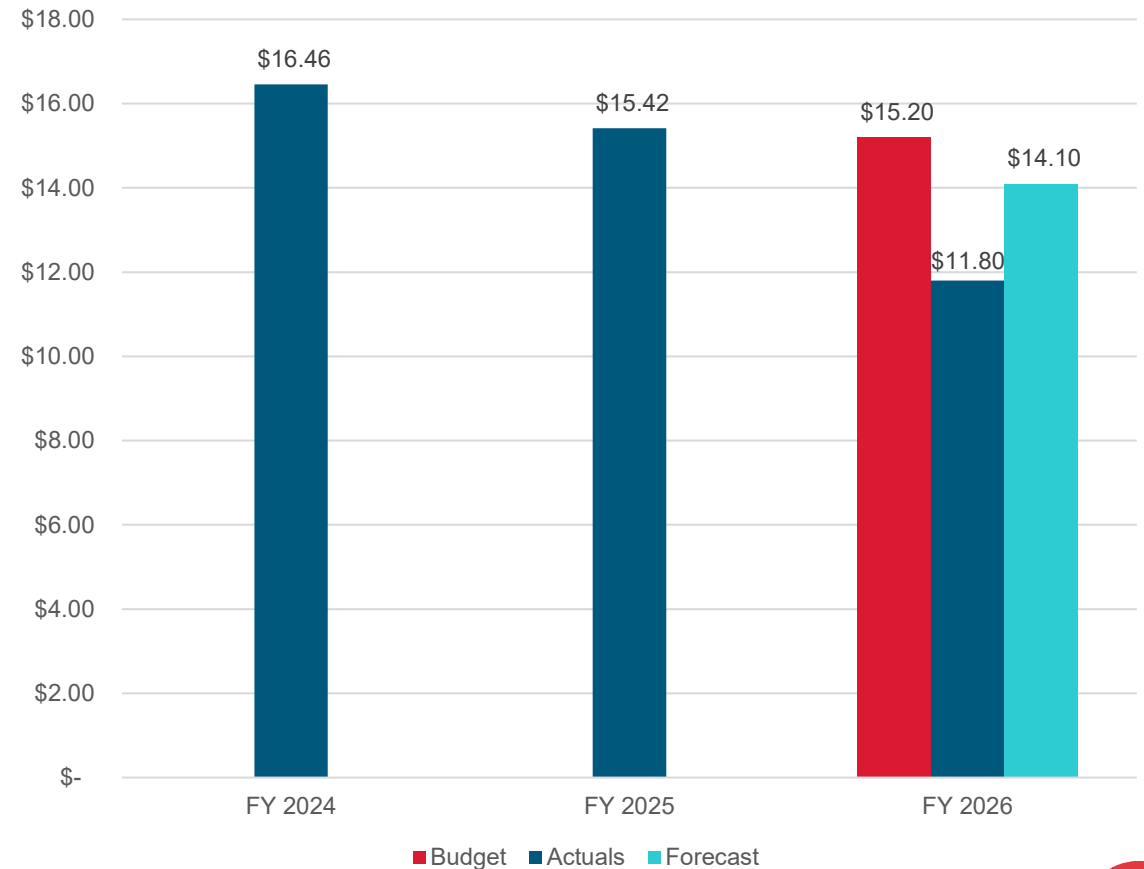
GoPass by the Numbers

FY 2026 Revenue

- Actuals fiscal YTD through March is 84% to budget
- \$14.1M revenue forecast -\$1.1M (-7.2%) variance vs. budget
- Total partners have increased 47% since 2024

	# of Partners	Tiered	All-In
CY 2024	44	N/A	44
CY 2025	60	8	52
CY 2026	65	16	49

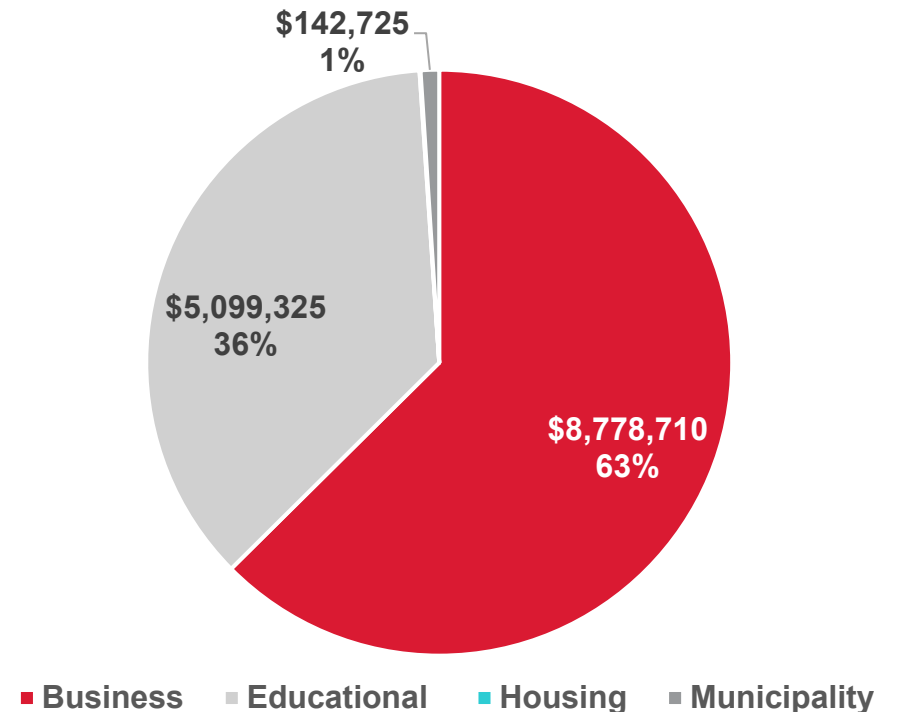
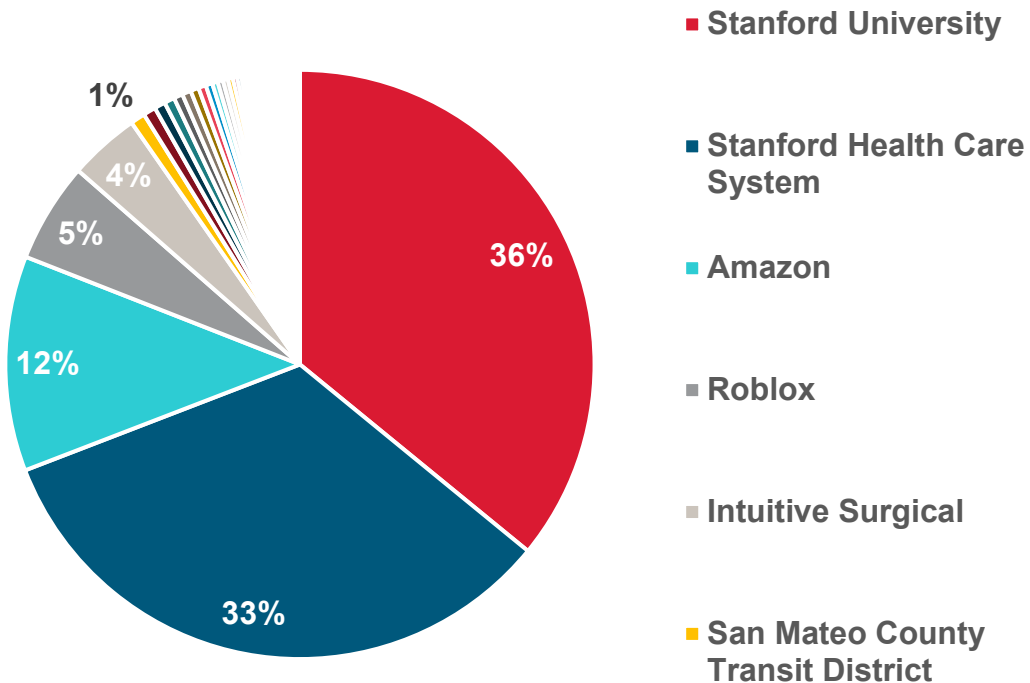
FY Revenue FC vs. Budget (in \$M)



Revenue by Partner & Type

Top 6 partners represent **90%** of total GoPass revenue. Stanford organizations represent 69%.

Businesses represent 63% of total GoPass revenue.



GoPass Sales Update

Enrollment

- Seven new companies enrolled YTD (\$104,138 annualized)
- Lost two companies in 2026: Gruve and MK One Technologies (\$7,990)

Sales Prospects

- Yugabyte (\$13,750) pending agreement signature
- Microsoft, Google, Peninsula Clean Energy, Walmart, San Mateo County, Intuit

Outreach

- Continued outreach to prospects, withdrawn organizations
- Segmented emails to over 350+ businesses, educational institutions
- City partnerships roadshow with GCA in development

Strategy: Retention

Goal: 85+% retention rate through engagement, increased awareness

Increased Communications

- Develop GoPass newsletter, top partner meetings

Increase Employee Visibility

- New marketing materials, tabling at events

Strengthen Feedback Loop

- Survey to capture risk and improvement areas

Grow Value Perception

- Promote GoPass Perks to boost engagement

Partner Engagement

- Appreciation event to strengthen relationships

Your Chance to Win Sharks and LPGA Tickets


• [View online](#) •

As a valued GoPass member, in addition to unlimited Caltrain travel, you get access to **GoPass Perks**, featuring special Bay Area giveaways and experiences.

New GoPass Perks

This month, GoPass Perks is running two exciting sweepstakes for the [San Jose Sharks](#) and the [Fortinet Founders Cup](#). Be sure to enter soon!



 Win San Jose Sharks Tickets

Strategy: Sales

Goal: Expand outreach to organizations within 3 miles of Caltrain stations

Pipeline Procurement

- Grow sales pipeline with relevant contacts

Expand Outreach

- Leverage executive relationships and local partners

Sales Tools

- Refresh sales decks with testimonials, case studies

Demand Generation Campaign

- Reach new and lapsed partners, leveraging the SMCTA grant incentives



Strategy: Optimization

Goal: Simplify value proposition and streamline processes to grow

SOP Communications

- Update SOP communications and operations, from outreach through renewal

Highlight Value Proposition and Options

- Update website and marketing materials

CRM Development

- Improve lead tracking and workflow efficiency

Existing Partner Growth

- Upsell existing partners to accommodate new worksites and additional employees



GO[^]PASS
CALTRAIN FOR BUSINESSES

**FIRST-CLASS COMMUTING.
ECONOMY-CLASS PRICING.**

Introducing GoPass, a discounted and unlimited annual Caltrain pass that businesses can offer to employees. Make commuting easier while lowering your carbon footprint on Caltrain's electric fleet.

PROGRAM	CRITERIA*	ANNUAL PRICE PER PERSON
GoPass All-In	All site employees must be enrolled	\$275
GoPass Tiered	SMALL: 14-100 headcount	\$399 - \$449
	MEDIUM: 101-500 headcount	\$449 - \$499
	LARGE: 501+ headcount	\$449 - \$549

*Minimum enrollment required.

PASS VALUE
\$1,152[†]

[†]Based on adult monthly pass price annualized within one travel zone.

WHY GOPASS?

- Valuable benefit to retain and attract employees.
- Tiered pricing offers flexibility for any workplace.
- Participating in GoPass and donating unused passes can qualify for tax benefits.
- Frequent service every 15-20 minutes during peak hours and every half hour during off-peak and weekends.
- Special offers with GoPass Perks.

Learn more: caltrain.com/gopass | b2b@caltrain.com



Next Steps

Short Term: May - December 2026

- Pitch SMCTA grant fund with marketing campaign, incentives
- Continue city partnership outreach and development
- Continue outreach to new and lapsed partners
- Develop partner feedback survey loop
- Hold GoPass partner appreciation event

January - June 2027

- Program analysis of utilization and pricing
- Prepare reporting for program refinement
- Provide update to the Board on GoPass program analysis

FOR MORE INFORMATION

WWW.CALTRAIN.COM

